

REP HEADLINE# 6272557
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
AUG10/12 11.2
*** WFLA-TV ***

ADV # ADV. NAME POLI/B OBAMA/D/PRE/US REP. # OFF. # SALESMAN #
AGY # AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN

3050 K ST NW, SALES PRSN WA- MEGHAN MCGARR (H)

WASHINGTON, DC 20007

ORDER # CONTRACT # 6272557 CLASS: NATL. LOCAL REGIONAL

PRDCT SKED B EST#1596 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG11/12 AUG16/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG10/12 11.29

REP: NEW ORDER
TTL \$28,895 @30X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007
OBAMA FOR AMERICA

\$\$\$ 9400

\$\$\$ 9400

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :
AGENCY ADVERTISER CODE = 95 AGENCY EST# = 1596
AGENCY PRODUCT CODE = 101

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			200P-300P	30		\$250.00	8/13	8/16	5		M-TH	5

PROGRAM : RACHAEL RAY
CON COM1 : RACHAEL RAY

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2			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$650.00	8/13	8/16	5		M-TH	5
3			430A-459A PROGRAM : NC 8 TODAY AT 430A CON COM1: NC 8 TODAY AT 430A	30		\$65.00	8/13	8/16	3		M-TH	3
4			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$300.00	8/13	8/16	3		M-TH	3
5			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$1,000.00	8/13	8/16	3		M-TH	3
6			600P-630P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,000.00	8/13	8/16	2		M-TH	2
7			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$1,000.00	8/13	8/16	1		M-TH	1
8			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$2,000.00	8/13	8/16	2		M-TH	2
9			900P-1000P PROGRAM : NINJA CON COM1: NINJA	30		\$4,000.00	8/13	8/13	1		MON	1
10			1200N-100P PROGRAM : NEWSCHANNEL 8 @ 12N CON COM1: NEWSCHANNEL 8 @ 12N	30		\$200.00	8/11	8/11	1		SAT	1

1 MIA

1 MIA

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11			600P-630P	30		\$900.00	8/11	8/11	1		SAT	1
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PROGRAM : NEWSCHANNEL 8
 CON COM1: NEWSCHANNEL 8

12			600P-630P	30		\$1,000.00	8/12	8/12	1		SUN	1
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PROGRAM : NEWSCHANNEL 8
 CON COM1: NEWSCHANNEL 8

13			800A-900A	30		\$700.00	8/12	8/12	1		SUN	1
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PROGRAM : SUNDAY TODAY
 CON COM1: SUNDAY TODAY

14			900P-1100P	30		\$4,500.00	8/12	8/12	1		SUN	1
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PROGRAM : AMERICAS TALENT
 CON COM1: AMERICAS TALENT

AUG/12 28895.00 CONTRACT TOTAL 28895.00
 TOTAL SPOTS 30

MARKET TOTALS \$160,527 WFLA 18% WFTS 21% WTSP 27% WTVT 26% WTOG 2% WTTA 2% WMOR 1%
 WMOX 0% WXPX 0% WWSB 3% CABL 0%

SHARES ACCURATE

SVC- NSI
 DEMOS- RA35+*

Greer Margolis Mitchell
 1010 Wisconsin Ave
 Suite 800
 Washington DC 20007

Barack Obama/ D/ President
 Submission Number 713 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 19495	Campaign Ref: E:120810029
Buyer: ..	Client/Product/Estimate: 95 /101 /1596	Sales Rep: HRP Washington, DC
Schedule Dates: 08/06/12 to 08/19/12	Weeks: 2	Order Ref: 06272557
Est./PO Number: 06272557	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Sked B	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/06	08/13	Total	Cost
1	M-F 2p Rachael Ray MTWT...	03	250	30 Comme	Nbr of Spots	5	5	1250
2	M-F 4p Dr Oz MTWT...	03	650	30 Comme	Nbr of Spots	5	5	3250
3	M-Th, Su 430a News MTWT...	02	65	30 Comme	Nbr of Spots	3	3	195
4	M-F 5a News MTWT...	01	300	30 Comme	Nbr of Spots	3	3	900
5	M-F 530p News MTWT...	03	1000	30 Comme	Nbr of Spots	3	3	3000
6	M-F 6p News MTWT...	02	2000	30 Comme	Nbr of Spots	2	2	4000
7	M-F 6a News MTWT...	02	1000	30 Comme	Nbr of Spots	1	1	1000
8	M-F 7a Today Show MTWT...	01	2000	30 Comme	Nbr of Spots	2	2	4000
9	Sat 6p News	02	900	30 Comme	Nbr of Spots	1	1	900
Weekly Totals: Total Spots(Ord Spots)					2	24	26	

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Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/06	08/13	Total	Cost
10	Sun 6p NewsS	02	1000	30 Comme	1		1	1000
Weekly Totals: Total Spots(Ord Spots)					2	24	26	

Grand Totals				Month 8 Weeks: 4			
Totals		08/06	08/13	Spots		08/06	08/13
Spots	26			2			
Cost	19495			1800			
						24	17395

Spots: 26
Gross Total: 19,495.00
Commission: 2,924.25
Net Total: 16,570.75

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, Daniel Jester,
 being/on behalf of: Barack Obama, a legally
 qualified candidate of the Democratic political
 party for the office of: President of the United States
 in the Primary & General
 election to be held on: Various dates

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS ORDERED				

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

Clean / Renewable Energy
Economy

I represent that the payment for the above described broadcast time has been furnished by:

OFA - Obama for America

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Martin Nesbitt

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee



1/18/2012
Date

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

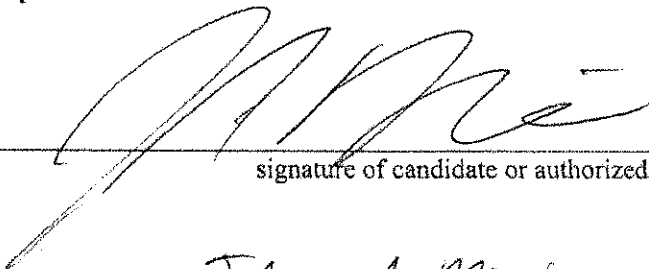
I, James A. Messina
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does ☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

x 
signature of candidate or authorized committee

James A. Messina 1/18/2012
printed name date